



**LC CONF
2023**

**COMMUNITY,
COAST TO COAST**

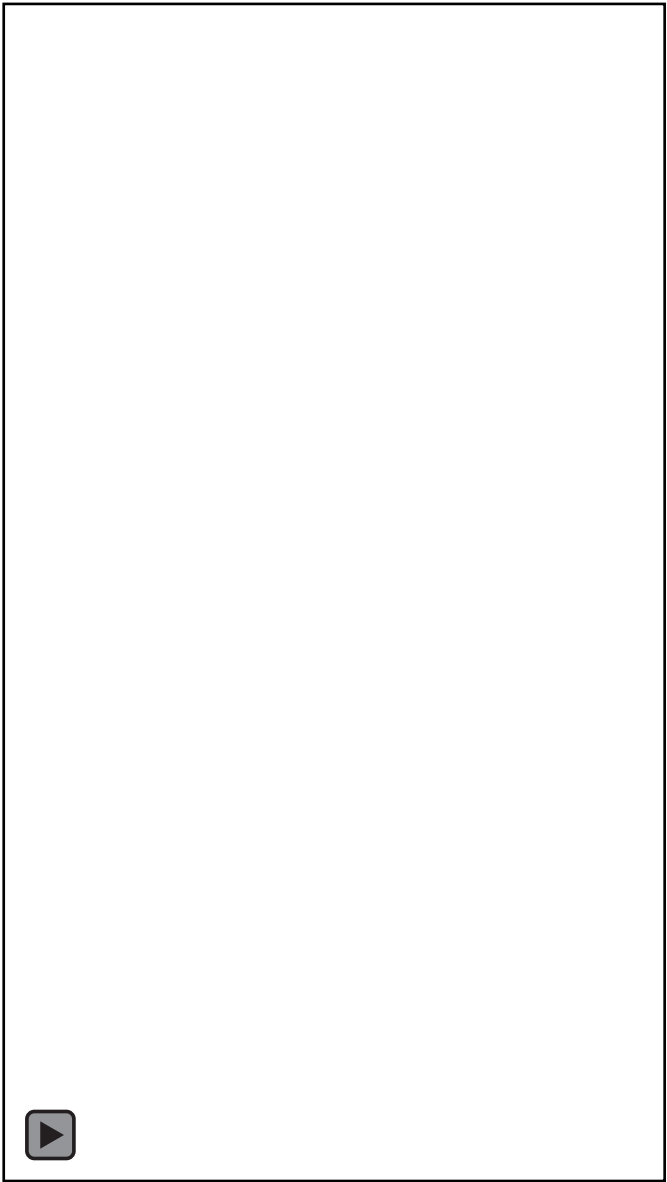
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**FEBRUARY 22-25
HALIFAX**



A wide-angle photograph of the Halifax skyline taken from across the water. The foreground is filled with the blue, rippling surface of the water. In the middle ground, a large yellow rectangular box contains the text "Welcome to Halifax!". Behind the box, the city skyline is visible, featuring a mix of modern glass skyscrapers and older brick buildings. A large white ship is docked on the right side of the waterfront. On the left, a small sailboat with two white sails is visible. The sky is a clear, pale blue.

Welcome to Halifax!

Photo credit: Discover Halifax



2022 IN REVIEW



Photo credit: Discover Halifax

An aerial photograph of a large, snow-covered ski slope. The slope is divided into several parallel lanes by groomed tracks. A central orange banner with the word "JANUARY" in white capital letters is overlaid on the middle of the slope. The surrounding area includes snow-covered ground, some small buildings, and a line of trees in the background. The lighting suggests a bright, sunny day, casting long shadows across the snow.

JANUARY

Trade Mission with Brazilian Education Agents

Lake Louise, Banff, Calgary, Vancouver

- Over 30 LC and CAPS-I members
- 30 top Brazilian agents
- 9 campus visits
- Public affairs activities

Event sponsors and supporters



A photograph of a maple syrup collection site in a snowy forest. Several trees have metal buckets attached to them for collecting sap. The ground is covered in a thick layer of snow, and the background shows more trees and a bright sky. A large orange rectangle with the word "MARCH" in white capital letters is centered over the image.

MARCH

Trade Mission with Mexican Education Agents

Quebec City, Toronto, Peterborough

- 32 LC, CAPS-I and CICan members
- 30 top Mexican agents
- Representative from the State of Mexico
- 8 campus visits

Event sponsors and supporters



COLLEGES &
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CANADA



Languages Canada 15th Annual Conference

Ottawa, ON



Conference sponsors and supporters



The Canada Homestay Network
Bringing international students and Canadian host families together™



Keynote address by The Honourable Sean Fraser, Minister of Immigration, Refugees and Citizenship

LC Conference, Ottawa



The opportunity to bring in young people through international education programs that provide them with the language training they need to succeed is going to help cure this demographic problem.

Regional roundtable discussions with MPs

LC Conference, Ottawa

- Marie-France Lalonde, Orléans
- George Chahal, Calgary Skyview
- Lena Metlege Diab, Halifax West
- Bernard Généreux, Montmagny—L'Islet—Kamouraska—Rivière-du-Loup
- James Maloney, Etobicoke—Lakeshore
- Mark Gerretsen, Kingston and the Islands
- Leah Gazan, Winnipeg Centre



French programs' meeting with The Honourable Marc Miller

LC Conference, Ottawa

- Minister of Crown-Indigenous Relations and MP Ville-Marie—Le Sud-Ouest—Île-des-Sœurs



Closing reception special speaker The Honourable Mona Fortier

LC Conference, Ottawa

- President of the Treasury Board and MP Ottawa—Vanier



It is critical that an intersectional and inclusive approach is taken in the public service

\$219,000 in CanExport Associations funding awarded to LC

- In support of the association's international business development efforts from April 1, 2022 to March 31, 2023
- \$185,041 allocated to provide direct contribution to 69 members who took part in the 2022 Trade Missions targeting Brazil, Mexico and Japan



The MOVA Initiative

- Call to members in March to offer support to Ukrainians coming to Canada under the Canada-Ukraine Authorization for Emergency Travel
- Over \$10 million in language programs places donated by LC members
- Registrations openend in July 2022, with the Global Shapers Community (Ottawa) coordinating student placements
- Over 150 students supported to date



A vibrant field of tulips in various shades of pink and yellow, with a blurred green background. The word "MAY" is centered in a white, bold, sans-serif font within a semi-transparent orange rectangular box.

MAY

ICEF French Education

Montreal, QC

- Presentations and meetings with over 20 agents
- Quebec members' meeting held on the margins of the event at ILSC Montreal with

 **Desjardins** and **FPP**



ICEF Toronto

- Presentations and meetings with over 50 agents
- Members' brunch held on the margins of ICEF Toronto in partnership with **edvisor**





JUNE

Mexico-Canada Partnership Forum



Whistler, BC

- 1.5 day partnership-building event
- 17 LC members and delegation of 16 Mexican higher education institutions, associations and government representatives
- Renewal of LC MOU with JuventudEsGTO Guanajuato
- Pre-and post-conference FAM tour in Vancouver, Nanaimo and Victoria

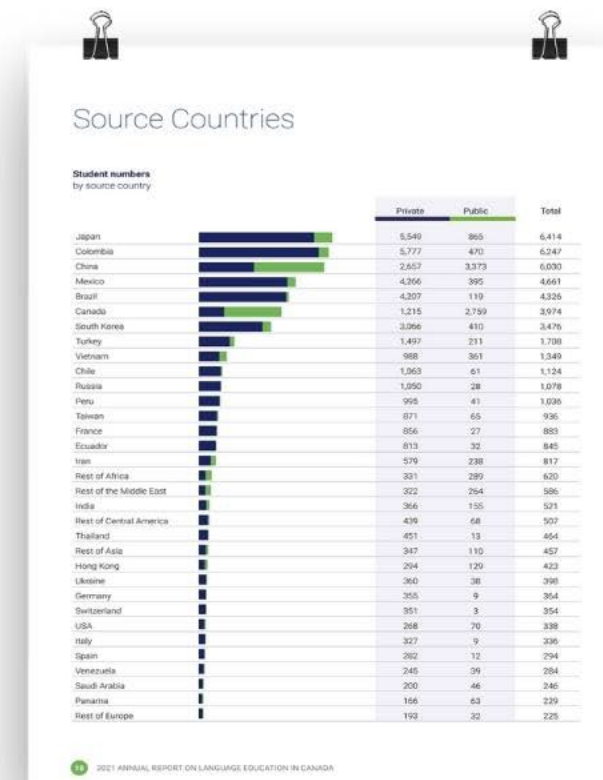
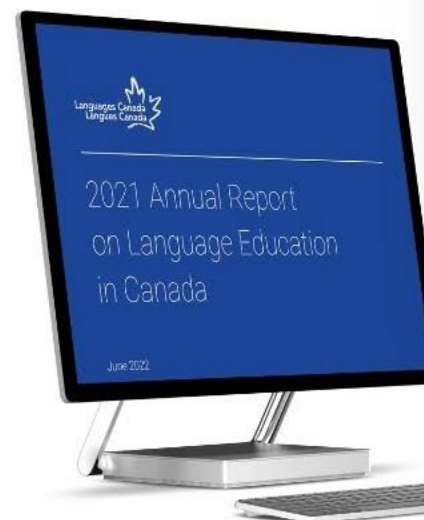




JULY

Release of 2021 Annual Report on Language Education in Canada

- 57,423 students - approximately 1/3 of the number of students in 2019
- 51% of student weeks delivered entirely online
- 56% of all students came on a study permit
- Top source markets reordered - Brazil dropped 5th place in 2021 (2nd place in 2020)
- Visa processing delays was the most frequently cited challenge of 2021



Prepared by **BONARD**

Visa Backlog and Processing Delays

- Biggest challenge to the recovery of the sector in 2022
- Pent-up demand, staffing challenges, and prioritization of Ukrainian Emergency Travel Authorizations
- LC launched a full court press on IRCC, PMO and MPs to identify a solution which would include TRV students
- Aligned messaging with other associations (CICan, CAPS-I, CBIE, UC)
- PushPolitics campaign in September and Visa Backlog Member Survey in October
- Light at the end of the tunnel into winter 2022
 - 1200 new IRCC staff to alleviate the backlog
 - Modernization efforts underway
 - Processing expected to return to within normal service standards early in 2023
- Do LC members notice an improvement in visa processing times and approvals for winter and spring 2023?

A photograph of a large field of dahlias in various colors, including white, red, and pink. The flowers are in full bloom, and the field is densely packed with them. In the background, there are green trees and a clear sky. A central orange banner with the word "SEPTEMBER" in white capital letters is overlaid on the image.

SEPTEMBER

Languages Canada Wins 2022 ST Star School Association

London, UK

**THANK YOU TO EVERYONE
WHO VOTED FOR LC!**



EAIE Barcelona – EduCanada Day

- Sharing LC's position and making members known to Trade Commissioners from Canadian Embassies across the world: Spain, Italy, France, Turkey, Greece, Lebanon, Portugal and the UK.
- Presentations and meetings with over 50 Canadian colleges and universities, including members and associations (CICan, CBIE and Universities Canada); meetings with partners, service providers and sponsors.



A wide-angle photograph of a vast pumpkin patch at sunset. The field is filled with numerous orange pumpkins of various sizes, scattered across a dense carpet of green weeds. In the background, a line of trees and a few houses are visible under a bright, orange-hued sky. The sun is low on the horizon, creating a strong lens flare effect. A semi-transparent orange rectangle is centered over the middle of the image, containing the word "OCTOBER" in white, bold, sans-serif capital letters.

OCTOBER

Language and Work in Tourism and Hospitality Pilot

- LC working with Tourism HR Canada to design a supervised and supported framework for English and French language students to fill job vacancies in Canada's visitor economy.

**LEARN MORE ABOUT THIS
PILOT TOMORROW MORNING!**



In partnership with

Tourism **HR**
Canada



RH Tourisme
Canada

A photograph of a small stream flowing through a forest in autumn. The water is slightly blurred, suggesting movement. The banks are covered in fallen leaves in shades of orange, red, and brown. Some green ivy is visible on the left bank. The trees in the background have yellow and orange foliage. A large, solid orange rectangle is centered over the stream, containing the word "NOVEMBER" in white, bold, sans-serif capital letters.

NOVEMBER

First-ever Semi-Annual Report on Language Education in Canada

- Released to participating members in early November
- Timely data on sector performance and recovery in Q1 and Q2 2022
- Positive growth and recovery trends
- Rebound in junior students
- Return to face-to-face studies
- 42% of students using Study Permit; 31% Temporary Resident Visa; 24% not requiring a visa
- Top source countries: 1. Japan, 2. Brazil, 3. Mexico, 4. China & Colombia, 5. South Korea



ICEF Berlin

- “Study in Canada” booth
- Presentation to over 50 agents
- Canada Reception in partnership with
- Promotion of Canada Course



and



COLLEGES & INSTITUTES CANADA



Canada Reception sponsors and supporters



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Trade Mission with Japanese Education Agents

Whistler, Nanaimo, Victoria, Vancouver

- 30 LC and CAPS-I members and one non-LC member BC institution
- 30 Japanese agents
- Representative of University of Teacher Education Fukuoka
- 9 campus visits over 3 days

Event sponsors and supporters



Staff visit to Mexico

Guanajuato, Aguascalientes, Jalisco

- 3-state visit in follow-up to Mexico-Canada Partnership Forum
- Presentation at Recrea Academy / Feria Internacional de Lenguas Extranjeras, Secretariat of Education and Secretariat of Innovation, Science and Technology of Jalisco
- Renewal of MOU with Jalisco Secretariat of Education in February 2023



A male cardinal with vibrant red plumage and a black face mask is perched on a thin, snow-dusted branch. The background is a soft-focus winter scene with more snow-covered branches. An orange rectangular box is superimposed over the middle of the image, containing the word "DECEMBER" in white, bold, sans-serif capital letters.

DECEMBER

ICEF San Diego

- Languages Canada booth
- Presentation and meetings reaching with over 70 agents (in partnership with CAPS-I)
- Promotion of Canada Course



A scenic mountain landscape. In the background, a range of rugged mountains with significant snow cover stretches across the horizon under a clear blue sky. The middle ground features a dense forest of evergreen trees. A small, vibrant turquoise lake is visible through the trees in the distance. The foreground is a lush green meadow filled with a variety of wildflowers, including purple and yellow blooms. A semi-transparent orange banner with white text is centered across the middle of the image.

THROUGHOUT THE YEAR

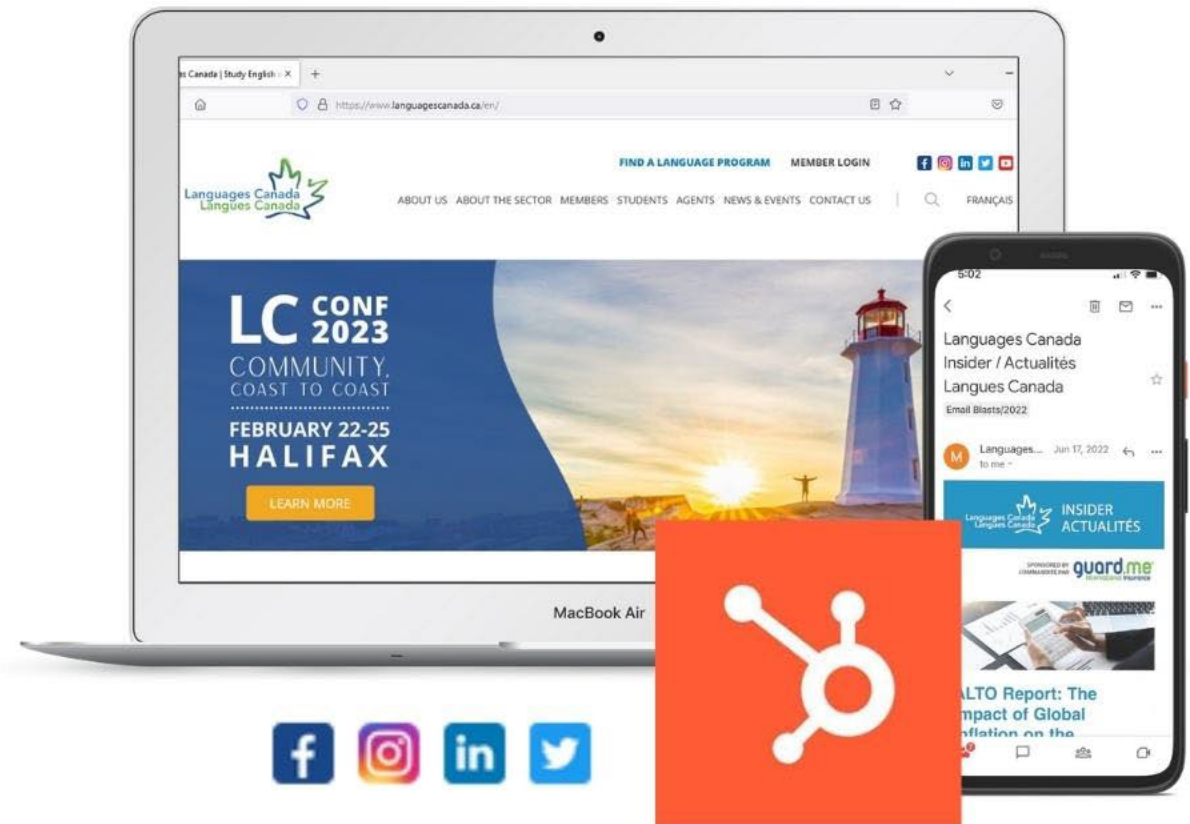
The Canadian LOA Verification System

- Finalizing IP and legal documentation around the system
- Exploring ability to integrate with members' existing platforms
- Presentation to several key federal and provincial contacts, including Minister Fraser's office, senior IRCC public servants, and provincial contacts in BC and Ontario
- Scheduled to launch by the end of Q1 2023



LC Communications

- 195 messages to members
- 6 members' town halls
- Updates to the LC website for a cleaner, more modern look and feel
- Follower count increased across all social media platforms
- Contact data migrated to Hubspot CRM



Year-end membership overview

197 members as of December 31, 2022 • 26 French, 171 English • 56 public sector, 141 private sector

New memberships in 2022



International
Gateway Language
Academy & College

**Calgary, AB
Toronto, ON**



**Montreal, QC
English & French**

GlobalVillage Calgary, AB

Membership changes in 2022

- Stafford House Calgary and Toronto rebranded as Bayswater Calgary and Bayswater Toronto
- ELS Vancouver rebranded as Bayswater Vancouver
- London Language Institute rebranded as Learning Languages Institute
- Real Institute, Ryerson University rebranded as Toronto Metropolitan University English Language Institute (ELI)

An aerial photograph of a coastal fortification, likely Citadel Hill in Halifax, Canada. The fort is a grassy, circular hill with stone walls and several small buildings. It is situated on a peninsula overlooking a harbor. In the background, the harbor is filled with water, and several large red cranes are visible on the docks. A large blue and white ship is docked at one of the piers. The sky is blue with scattered white clouds. A large orange rectangle with white text is overlaid on the right side of the image.

LOOKING AHEAD TO 2023

Photo credit: Discover Halifax

Fundamental questions

- Is this the year language programs bounce back to 2019 numbers?
- How can we better contribute to Canada's education, labour, and immigration needs?
- Given the combination of adoption of technology during the pandemic and rapid evolution of technology itself, how do we respond as program leaders and educators?
- How will Canada's new International Education Strategy impact our sector, and what can we do to ensure we contribute to its elaboration?



Primary objectives for the association

- Obtaining access to work for international language students
- Expand our circle of influence including dialogue with other sectors
- Continue providing world-class international affairs activities to bring more students to our members
- Provide members with research to bolster the standing of language education and guide marketing efforts
- Create new professional development opportunities to support growth and quality
- Continue fostering a sense of community
- Begin preparations for our next five-year strategy



Considerations

- Stewardship
- Leadership
- Innovation
- Risk assessment



Support for those impacted by the earthquake in Turkey and Syria



Thank you to our 2022 Annual Sponsors!



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THANK YOU TO OUR 2023
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Kerrienne MacKenzie, *ICEAP Nova Scotia*

Shaun MacLeod, *Canadian College of English Language (CCEL) - Vancouver*



An aerial photograph of a small, rocky island in the middle of a vast blue ocean. The island is covered in grey rocks and patches of green grass. A small white lighthouse with a red band is perched on the island. Waves are crashing against the base of the island, creating white foam. In the background, there are more islands and a clear blue sky. The text "Thank you!" is written in a large, white, cursive font across the upper left portion of the image.

Thank you!

Photo credit: @daveyandsky